



Tips, Recommendations, and Resources

Recruit students to join your campaign early!

This tip has two parts to it: Recruiting students to help aid the campaign and getting the entire student body excited about the S4SD activities you carry out. The more involved the campaign leaders and student body is, the more smoothly your campaign should run.

Get well-known students involved!

Many times, students will adopt the opinions and behaviors of other students. One avenue for getting the student body to buy into the campaign is to involve those students who are known well throughout the school and are potentially more influential. Although these students are often club leaders and members of sports teams, this may not necessarily be the case at your school.

Show students the dangers involved!

It is one thing to tell teenaged drivers at your school that distracted driving can be deadly or that seatbelt usage is essential. It is another thing to show them and to get them to experience the dangers in some way. Driving simulators, for instance, can demonstrate the dangers of distracted driving while at the same time keep students safe. Even something as simple as driving a tricycle through an obstacle course in the hallway while texting can help to communicate your message successfully.

Get your activities approved early!

Sometimes, a campaign group might put together an awesome activity—only to have the plan not happen at the last minute. As you finalize school-wide campaign activities that require approval from administrators, such as your principal, it is important to work with them in order to ensure that your plans go off without a hitch.

Use the project managers as a resource!

The team at Michigan State University is here to help you at every step. Whether you want to run an idea past us, have questions about your activities or budget, or want input on surveys for evaluation, we are here to help you. If for some reason the MSU team does not have an answer, they will find someone at the Office of Highway Safety Planning, Ford, or AAA who does.

Build involvement through volunteering!

One of the best methods for getting students to buy into your campaign is to get them to *voluntarily* involve themselves in the campaigns. For many reasons, when people participate of their own free will, they are more likely to adopt the beliefs and behaviors that you want, and to consistently act safely in the future. You might offer small incentives, such as inexpensive promotion items, for participating in your campaign events, but stressing that involvement is “voluntary” should help to ensure that those who do volunteer remain consistent with the campaign’s message.